

REMARKS

Applicants request reconsideration and allowance of the present application in view of the foregoing amendments and the following remarks.

Claims 1-3, 7, 8, and 15-17 are pending in the present application. Claims 1, 7, and 8 are the independent claims. The claims have not been amended.

Claims 1-3, 7, 8, and 15-17 stand rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent Application Publication No. 2002/0044067 by Ilcisin. All rejections are respectfully traversed.

Independent claim 1 recites, *inter alia*, "an advertisement-cost calculation unit calculating the cost of the advertisement in consideration of the geographical factor".

Independent claim 7 recites, *inter alia*, "referring to a base cost calculation table on the basis of the input data, the base cost calculation table storing a base cost of the advertisement which is set in advance to be related to either the geographical factor or the temporal factor or both of the geographical factor and the temporal factor" and "calculating the cost of the advertisement on the basis of data obtained through reference of the base cost calculation table and in accordance with either or both of the geographical factor and the temporal factor".

Independent claim 8 recites, *inter alia*, "referring to a base cost calculation table on the basis of the input data, the base cost calculation table storing a base cost of the advertisement which is set in advance to be related to either the geographical factor or the temporal factor or a combination of the geographical factor and the temporal factor" and "calculating the cost of the advertisement on the basis of data obtained through reference of the base cost calculation table and in accordance with either or both of the geographical factor and the temporal factor".

It is respectfully submitted that the asserted citation does not teach or suggest at least the aforementioned features of independent claims 1, 7, and 8.

At page 2, the Office Action asserts that Ilcisin teaches "an advertisement cost calculating unit" and refers to paragraph [0039], and specifically "billing information system 36" in support of this assertion. Applicants, however, respectfully disagree.

Ilcisin at paragraph [0022] merely discloses that "The message delivery device 10 includes a capability for determining its geographical location. In one embodiment, the message delivery device 10 reports its geographical location to the message sourcing center 12 by transferring messages to the message sourcing center 12 via the communication link 14. The

message sourcing center 12 in turn uses the reported geographical location of the message delivery device 10 in conjunction with time of day parameters to select [or generate] a particular customer defined message for rendering by the message delivery device 10."

Further, at paragraph [0039], Ilcisin merely discloses that "The billing information system 36 stores a set of billing log parameters that enable accounting and billing functions associated with the customer defined or generated messages supported by the message sourcing center 12. The billing information system 36 stores the geographical and temporal parameters associated with messages selected by the message selection system 32 and then rendered on message delivery devices supported by the message sourcing center 12 including the message delivery device 12."

Thus, Ilcisin merely discloses that the system 36 only issues or sends a bill associated with the provided message. Applicants respectfully submit that Ilcisin is silent as to at least the aforementioned features of independent claims 1, 7, and 8.

In view of the foregoing, it is respectfully submitted that the asserted citation does not teach or suggest at least the aforementioned features of independent claims 1, 7, and 8 and, more specifically, Ilcisin does not teach or suggest that the bill is calculated in consideration of the geographical location.

Accordingly, favorable reconsideration and withdrawal of the rejection of independent claims 1, 7, and 8 under 35 U.S.C. §102 are respectfully requested.

In view of the foregoing, Applicants respectfully submit that the independent claims patentably define the present invention over the citation of record. Further, the dependent claims should also be allowable for the same reasons as their respective base claims and further due to the additional features that they recite. Separate and individual consideration of the dependent claims is respectfully requested.

Applicants believe that the present Amendment is responsive to each of the points raised by the Examiner in the Official Action. However, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to such matters.

There being no further outstanding objections or rejections, it is submitted that the present application is in condition for allowance. An early action to that effect is courteously solicited.


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If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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